## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Robert Wallach et al. Confirmation No.: 3551

Serial No: 09/645,794 Group Art Unit: 3627

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Patent No.: 7,349,860 Issue Date: March 25, 2008

Title: INSURANCE INCENTIVE PROGRAM HAVING A TERM OF YEARS FOR PROMOTING THE PURCHASE OR LEASE OF AN AUTOMOBILE

Commissioner for Patents

## NOTICE OF CHANGE IN ENTITY STATUS (TO A LARGE ENTITY)

Sir or Madam:

Alexandria VA 22313-1450

Please note that there has been a change in the entity status of the Assignee of issued U.S.

Patent No. 7,349,860. Pursuant to 37 C.F.R. §1.27 (g)(2), Assignee hereby requests removal of small entity status in the above-identified patent as it is no longer appropriate as defined in 37 C.F.R. §1.27 (a)(2)(i). Accordingly, fees paid henceforth will be paid based as large entity.

Respectfully submitted, CHADBOURNE & PARKE LLP

Dated: August 11, 2011

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